

Ohio Commission on Minority Health

Miscellaneous Supplemental Grant

FFY 23

State Opioid Response

“Reaching Our Own”

Community Outreach Grant

Round 4 – Opportunity 1 Media Campaign Only



Ohio Commission
on Minority Health

Good Health Begins With You! ®

Round 4 Funding

**THIS FUNDING ROUND WILL BE LIMITED TO OPPORTUNITY
1 – Media Campaign for a maximum of \$60,000 ONLY due to the
limited funding time frame of
July – September 2023**

**Request for Proposals- Round 4 Funding
Application Open: Monday, May 15, 2023
Application Closed: Friday, June 16, 2023**

Miscellaneous Supplemental Funding

Background

The Commission funds Miscellaneous Supplemental (MGS) Grants based on the availability of funding. This fund is designed to sponsor health related activities that raise the visibility of the Commission and increase the focus of minority health disparities. These activities must reach and impact Ohioans from racial and ethnic populations. This source of funding is **not** designed to support ongoing, long-term programming.

The Ohio Commission on Minority Health, in collaboration with the Ohio Department of Mental Health and Addiction Services (OhioMHAS), announces the availability of funding for community-based educational events promoting awareness of or preventing substance use disorders and co-occurring conditions. This funding initiative is a part of the overall State Opiate Response effort.

In 2020, Black non-Hispanic males had the highest drug overdose death rate in Ohio compared with other sex and race/ethnicity groups. In 2019, the unintentional drug overdose death rate for Ohio's Black non-Hispanic population surpassed the rate for the white non-Hispanic population. From 2019 to 2020, the gap continued to widen as the death rate for the Black non-Hispanic population increased 29% to 55.2 deaths per 100,000 compared with a 24% increase among the white non-Hispanic population (46.8 deaths per 100,000).

Since 2017, Black non-Hispanic males have had the highest rate of unintentional drug overdose deaths compared with other sex and race/ethnicity groups. However, while the rate for Black non-Hispanic males was higher than white non-Hispanic males in 2017, their rates were nearly the same, with only a 1% difference. By 2020, this difference had widened to 26%. In 2020, the rates for Black non-Hispanic males and white non-Hispanic males were 81.3 and 62.8 deaths per 100,000, respectively. In 2019 the drug overdose death rate for Black non-Hispanic females was slightly lower than the rate for white non-Hispanic females. However, from 2019 to 2020, the overdose death rate for Black non-Hispanic females increased 33% and surpassed that of white non-Hispanic females (31.8 and 30.7 deaths per 100,000, respectively). Hispanic females have had the lowest drug overdose death rates for the years presented. However, from 2019 to 2020, they had the largest increase in rate (56%) from 8.1 deaths to 12.6 deaths per 100,000.¹

The Commission will consider grant submissions for the following **1 funding category due to the restricted time frame before the end of the federal funding period.**

1. Cultural and Linguistically appropriate local media campaigns raising awareness and reducing stigma about substance use disorders and co-occurring conditions (**\$60,000 each**)

RESTRICTED MEDIA CAMPAIGNS: *****Media Campaign applicants with submissions in geographical locations/counties that have already been funded will not be considered for this opportunity.**

The Commission will not fund a second media campaign in these counties which are currently being funded: Cuyahoga, Hamilton, Lorain, Montgomery, and Richland.

Please note we are currently considering a **Franklin County** application and the funding decision will be made after the release of this grant. Applicants can call the agency to confirm funding status after May 19, 2023.

¹ Ohio Department of Health Violence and Injury Prevention Section and Bureau of Vital Statistics

<[https://odh.ohio.gov/wps/wcm/connect/gov/aa1eb9be-9681-4853-aefd-](https://odh.ohio.gov/wps/wcm/connect/gov/aa1eb9be-9681-4853-aefd-9208110635dc/2020+Unintentional+Drug+Overdose+Annual+Report.pdf?MOD=AJPERES&CONVERT_TO=url&CACHEID=ROOTWORKSPACE.Z18_M1HGGIK0N0JO00QO9DDDDM3000-aa1eb9be-9681-4853-aefd-9208110635dc-nU7cXBm)

9208110635dc/2020+Unintentional+Drug+Overdose+Annual+Report.pdf?MOD=AJPERES&CONVERT_TO=url&CACHEID=ROOTWORKSPACE.Z18_M1HGGIK0N0JO00QO9DDDDM3000-aa1eb9be-9681-4853-aefd-9208110635dc-nU7cXBm>

Please note, requests for funding must be submitted by the following deadline: **June 16, 2023.**

Eligibility

To receive consideration for funding, applicants must:

- Demonstrate that at least 20% of project funds are received from sources other than grants awarded by the Commission on Minority Health.
- Be a public or private organization which has a 501 (c)(3) at the time of application submission. (Must upload a copy of the IRS 501(c)(3) designation letter).
- Provide services in close proximity to minority communities or include minority communities in their stated service area.
- Applicants must meet all licensure and certification requirements of the State of Ohio; and
- Applicants must comply with all current and applicable laws, regulations, rules, and administrative guidelines of the Ohio Commission on Minority Health.

Applicants must not:

- Promote abstinence only treatment methods.
- Provide support to any individual or organization (either through hiring or contracting) that promotes or permits marijuana use for the purpose of treating substance use or mental health disorders; and
- Receive SOR funding for the same activities directly from any State agency including the Ohio Department of Mental Health and Addiction Services as well as any county behavioral health authority or local ADAMH board.

Submission Requirements

Eligible applicants must provide an overview of the proposed activity and address each bullet below, within MHGM. Applicants are encouraged to watch the technical assistance YouTube videos on the Commission website and to use the MHGM User Guide Manual.

Application questions in MHGM will include but not be limited to:

- Agency will acknowledge that events must be free and open to the public.
 - Applicant must implement an event satisfaction survey. Applicant must provide an overview of how the surveys will be distributed, collected, analyzed and how reports will be provided to the Commission. An example of a survey is found at the end of this document. Best results for virtual events are captured via click polls during the event.
 - Applicants must collect data and provide quarterly reports on the demographic data in the non-GPRA reporting tool which is located at the end of this document. Best results for virtual events are captured via click polls during the event.
 - Provide a brief introduction of the agency, the population it serves.
 - Provide a copy of liability insurance certificate – this is a requirement of all applicants.
 - Provide a marketing plan (i.e., specific method(s) to advertise and promote the initiative). Marketing materials must be approved by the Commission prior to dissemination. For reference, marketing examples of prior events are included in the appendices for this announcement.
-
- Applicants **MUST USE** the following funding statement on all marketing materials (to include

print, radio, digital and others): ***“This publication or program was made possible by Grant number 1H79TIO85753-01 from SAMSHA. Its contents are solely the responsibility of the author and do not necessarily represent the official views of SAMHSA.***

- Logos for the funding agencies should also be included and will be provided upon request.
- Provide an overview of the process by which the collection of demographic data for each event and all participants to be served will be collected. This is best completed during virtual events via click polls. For media campaigns applicant will provide an estimated of reach by population, gender, race and ethnicity and other demographics outlined in the non-GPRA form located at the end of this document.
- Discuss the anticipated outcome that this endeavor will provide to the targeted communities. Grants must identify the targeted areas of their proposed activities.
- Applicants must provide resumes or curriculum vitae of qualified subject matter experts in the field of addiction who will inform the content of the events and become contracted speakers/presenters. These must be uploaded in the project documentation section of the application.
- Please note: The scholarship section is not applicable for this funding opportunity or funding categories: **Please write “N/A”.**
- Agencies should have segregation of duties when administering grant funds. Describe your policies regarding segregation of duties.
- List the requested amount of funding no more than the maximum amount per opportunity type.

Elements of Sustainability Addressed

- Choose “Alternative Funding” and explain how the agency would continue these activities in the future without this funding support.
- **Please refer to the MHGM system regarding the required documents that must be signed, dated, and uploaded.**
- **ATTENTION: The Grants Signature page must contain two signatures (one for the Director and one for the fiscal officer) prior to being uploaded.**

Proposal Review

Proposals from eligible entities, which are deemed complete, will be reviewed. If approved, proposals recommended for funding consideration will be required to respond to an Agreement of Terms and special conditions.

Grant Reporting

Miscellaneous Supplemental Grantees will be expected to complete the following in the MHGM system and at the link provided below:

- Funded organizations must complete the program and fiscal quarterly reports within the MHGM system following the reporting deadlines listed below.
- Enter data for each event in the OhioMHAS prevention data collection site here:
<https://www.surveymonkey.com/r/PP6YYHZ>
- Collect and report on demographics of event participants to include race, ethnicity, gender, age, county, and zip code and other areas outlined in the non-GRPA reporting form at the end of this

document.

- Collect and summarize on participant event satisfaction survey results. Survey questions must include questions regarding the speaker, topic of education/event, and questions regarding changes in participant awareness, knowledge, and or behavior – Where appropriate.

Summarize event activities in detail to include the estimated number in attendance, counties served, challenges, and program successes.

Reporting deadlines are as follows:

- **Report #1 due October 10th, 2023, for the period of July 1, 2023-September 29, 2023**
- APPLICANTS MUST COMPLETE ENTER DATA prior to the report due date in the OhioMAS prevention data collection site located at:
<https://www.surveymonkey.com/r/PP6YYHZ>

Face Sheet:

Applicants are responsible for selecting and applying for the correct Grant Type and Project Area and for completing the correct Project Action Plan.

For the SOS 3.0 Media Only Grant funding, the grantee will select the following:

Grant Type: Miscellaneous Grants/Supplemental (MGS)
Project Area: State Opioid Response (SOR) Reaching our Own

Program Narrative Instructions

The primary purpose of this funding is to raise awareness of and prevent substance use disorders and co-occurring conditions among racial and ethnic populations.

DUE TO THE LIMITED FUNDING TIME FRAME OF July – September 2023, applicants may only apply for the SOR Opportunity #1.

SOR Opportunity #1: Cultural and Linguistically appropriate media campaigns raising awareness and reducing stigma about substance use disorders and co-occurring conditions (\$60,000 each)

In the program narrative section, please address the following questions:

1. What media will be used to promote stigma reduction and awareness regarding substance use disorders?
2. How many impressions/views will the media campaign create?
3. Who is the intended audience? Provide demographic information.
4. What language(s) will the message be provided in?
5. How will the agency verify they have received input from the test market?
6. How will the agency collaborate with community level media like local newspapers, newsletters, radio, television, etc.?

All public-facing media should credit the funders (Ohio Commission on Minority Health, Ohio Department

of Mental Health and Addiction Services and the Substance Abuse and Mental Health Services Administration State Opioid Response Grant).

All radio, tv, public messages and print media drafts must be approved by the Commission prior to printing.

- Please use the following funding statement on all marketing materials: ***“This publication or program was made possible by Grant number 1H79TIO85753-01 from SAMSHA. Its contents are solely the responsibility of the author and do not necessarily represent the official views of SAMHSA.”***
- Logos for the funding agencies should be included and will be provided upon request.

Creating the Action Plan

Once applicants select this opportunity, the project action plan in the MHGM system will guide them through the required goals, objectives, approaches, and activities.

For the SOS 3.0 Media Only Grant funding, the grantee will select the following (this will ensure that the applicant selects the correct project action plan goals/objectives/approaches and activities):

Project Model Type:	Other
Project Model:	State Opioid Response (SOR) Opportunity 1: SOR Local Media Campaign
Project Model Description:	Applicant will provide an overview of their campaign that will be tailored to populations.
Type of Interest:	Universal In-Direct
Start Date:	7/21/23
End Date:	9/29/23

Universal In-Direct

Please note the Media Campaign does not include community programming, community events, townhall meetings or community discussions. This funding is solely to fund billboards, TV and radio ads as well as print media ads.

SOR Opportunity 1 Project Model: SOR Local Media Campaign – (The following should match the project action plan in the MHGM system).

SOR Opportunity 1 Goal 1: Increase the perception of harm (Select this goal for Media)

- Objective 1: Develop awareness campaigns to address awareness and reduce stigma surrounding opiate use disorder (OUD) stimulant use disorder and co-occurring conditions among ethnic and racial minorities
- Objective 2: Execute developed campaigns
 - Approach 1: Create messages throughout the community via cultural and linguistically appropriate media
 - Approach 2: Disseminate messages throughout the community via cultural and linguistically appropriate media
 - Approach 3: Report on the number of impressions/views achieved
 - Activity: Conduct focus groups with members of the population for input and feedback and assessment their input

- Activity: Collaborate with media vendors to develop creative messages aimed at promoting awareness and reducing stigma
- Activity: Contract with community-based vendors capable of disseminating information to targeted population
- Activity: Track number of Radio, social media ads, billboards, newspapers, and printed materials
- Activity: Report on number of radio, social media ads, billboards, newspapers, and printed materials.

Miscellaneous Grant Budget Instructions

(Line-Item Budgets should list expenditures in the 1st Quarter Column only, based on the shortened funding period)

A. Personnel and Fringe Benefits

Only those positions which are full time and/or part time employees with benefits are to be listed in this section of the budget. Do not list contractual personnel or consultants in this section.

Administrative costs are not listed here. Provide the yearly salary and fringe benefits budgeted for each position listed. The amount should be consistent with similar positions in the agency based on Full-Time Equivalency (FTE). Provide the amount of the employee's salary and fringe benefits that will be funded by the Commission based on annual salary.

B. Travel

Travel costs are only permissible for speakers to and from the events and should be included in their contractual rate. No travel costs should be entered in this section of the budget.

C. Equipment

Equipment is any tangible item having a useful life of one year or more which is purchased in whole or in part with Commission funds. Non-allowable costs include, but are not limited to, the following under this grant:

- VCRs/accessories/DVD Players/accessories
- Portable cameras
- Televisions
- Computers
- Ink Cartridges
- Typewriters
- Furniture (*will provide state/federal salvage applications to successful grantees*)
- Vehicle purchases
- Reflotron machines
- Copiers
- Refrigerators
- Baby/infant seats, cribs, clothing, shoes
- Wii and other high-priced computer games.
- **Gift cards or Incentives are not allowable**
- **Food or beverages are not allowable**

Leasing/rental of any of this equipment may be considered. The rate per month and the number of months for leasing/rental should be stated. **Leases may only be budgeted for the life of this grant (This will be when the AOT is countersigned in July 2023 – September 29, 2023).**

D. Supplies (Each item must have a cost per unit stated)

For purposes of Commission funds, supplies consist of expendable property items which have a useful product life of one year or less. Supplies include all tangible, expendable property other than equipment purchased with Commission funds.

Equipment priced less than \$100 (e.g., staples, scissors, wastebaskets, paper, and pens) is considered office supplies.

Consistent with the Governor's Executive Order 2007-09S, "refreshments" are not reimbursable under this grant. (See Commission website at www.mih.ohio.gov to review this EO.)

Printing: Costs may include typesetting, actual printing or photocopying of the material which is completed by a commercial printing company. Included also are costs for pamphlets, brochures, and flyers. Provide the unit cost.

Contracts: Agreements for all sub-contracts must be submitted with the following being addressed: scope of service, beginning/ending date, hourly rate and total number of contract hours and termination clause. (Must not exceed 10% of total award.)

Advertising: Specify the media and cost of advertisement (e.g., 3 ads at \$50.00 per ad).

Sponsorships: If conference sponsorships are offered, applicant must list the number of registration sponsorships and cost of each sponsorship.

E. Indirect costs: Total **must not exceed 10% of the total direct costs.** The following may be charged as indirect costs/services and must be itemized:

- 1) Administrative charges: salaries of support staff (administrators, secretaries, accountants). Provide the percentage of time on the project per line item.
- 2) Rental/space leasing: space rental is an allowable cost. Space for which rental fees will be paid must meet the following requirements:
 - a. The number of months and the rate at which payment will be made should be stated; Rent/Lease period cannot exceed the length of the grant (ending September 29, 2023)
 - b. When rent is shared among several programs, the amount charged to the Commission must not exceed the Commission's fair share. The agency must submit documentation of how the Commission's fair share was determined (e.g., if Commission-funded project uses 20% of the space, the Commission may be charged no more than 20% of the total rent).
 - c. Submit a copy of the lease which includes the building owner's name, location of the building, square footage, total amount of rent paid, terms of agreement, termination clause, signatures of lessee and lessor.
 - d. Approved rent is non-transferable from the original site to a new or relocated site.
- 3) Rent will not be approved for:
 - a. Space which is paid for by another state/federal program or private grant.
 - b. Space in buildings purchased with federal funds.
 - c. Space donated to the applicant agency.
 - d. Utilities: heat, water, electricity, etc.

Anticipated Periodic Distribution – Instructions

Transfer the amounts listed in Sections I and II for each line item, by year, to the column marked "TOTAL YEAR". Add the lines. The total should not exceed award.

The periodic distribution indicates how payments should be made if the grant is funded. The amounts budgeted per period do not have to be equally distributed (anticipate start-up delays e.g., due to advertising for staff); however, the four quarterly payments must equal the amount requested.

OTHER SOURCES OF FUNDING:

- 20% of project funds must be received from sources other than the Commission'.
- Applicants must identify the source of their other funding to detail no less than 20% of the amount requested from the Commission.
- **Fundraising is prohibited under this grant.**
- *All services are free of charge and open to the public as well as the target population.*
- The budget narrative box must be completed for each line item in this budget.



**Ohio Commission
on Minority Health**

APPENDIX A – SATISFACTION SURVEY EXAMPLE

OHIO COMMISSION ON MINORITY HEALTH						
EVENT ATTENDEE SURVEY						
SATISFACTION SURVEY						
In evaluating your participation at the event, please rate the quality of the following:	Very Poor	Poor	Good	Very Good	Excellent	Comments
The information presented at this event was useful, important, and impacted racial and ethnic populations.	1	2	3	4	5	
Healthy behavior information was offered at the event that I can use or share with others.	1	2	3	4	5	
Access to the event (transportation, parking, virtual)	1	2	3	4	5	
Recruitment efforts (flyers, media announcements, emails, etc.)	1	2	3	4	5	
The organization of the event.	1	2	3	4	5	
The overall quality of the event.	1	2	3	4	5	
Which Aspect of the Event did you Like the <u>Most</u> ?						
Which Aspect of the Event did you Like the <u>Least</u> ?						



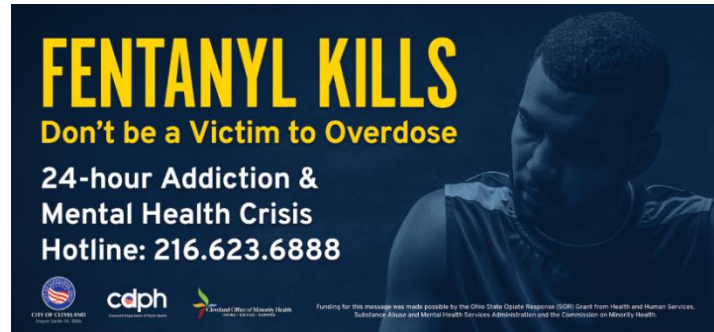
Ohio Commission
on Minority Health

APPENDIX B – MARKETING MATERIAL EXAMPLE



Client: UMADAOP - Naloxone Kits (A)
 AE: Katie Thieken
 Size: Poster Flex
 Date: 9.7.2022
 Artist: Dennis Rohmyer
 Notes:

Art Approved: _____ Date: _____



APPROVED LOGOS FOR OCMH (OCMH logos are not a substitute for the use of the required funding statement):



**Commission on
Minority Health**





NON-GPRA Prevention Reporting Tool

The information listed below is required to be reported on by all funded organizations.

Data will be entered for each event prior to the reporting

deadline into the OhioMHAS prevention data collection site here: <https://www.surveymonkey.com/r/PP6YYHZ>

Funded organizations will use this form to develop the demographics that will be collected from participants in the services provided.

For Virtual events it is required to include the collection of this information via click polls during the event.

Funded agencies will be required to enter this information into the:

<https://www.surveymonkey.com/r/PP6YYHZ>